Instructions

Assignment Instructions: Strategic Plan for a Conference Carolinas School

Objective: This assignment will require you to create a comprehensive strategic plan for a selected Conference Carolinas school (excluding Erskine College). The strategic plan should include a 1-year, 3-year, and 5-year plan, a SWOT analysis, and a detailed explanation of why the proposed strategies and goals were chosen. This project will provide practical experience in strategic planning and help you develop a deeper understanding of the challenges and opportunities facing institutions of higher education.

Instructions:

1. **School Assignment:**
    - You will be randomly assigned one of the following ten Conference Carolinas schools to focus on for this assignment:
        1. Barton College - Adam Branchelor
        2. Belmont Abbey College - Cori Davis
        3. Chowan University - Angelina Jacobs
        4. Converse University - Jude Littrell
        5. Emmanuel College - Kaniska Lunkad
        6. King University - Max Peeler
        7. Lees-McRae College - John Plaisted
        8. North Greenville University - Nolan Prince
        9. Southern Wesleyan University - Rupal
2. **Strategic Planning Elements:** Your strategic plan should include the following components:
    - **Mission Statement:** Begin by reviewing the existing mission statement of the assigned school. If necessary, propose revisions or affirm the current mission as the foundation of your strategic plan.

- **Vision Statement:** Develop a vision statement that reflects the long-term aspirations of the institution. This should align with the school's values and long-term goals.
- **SWOT Analysis:** Conduct a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) specific to the institution. This analysis should be comprehensive and based on your research of the school, its environment, and the higher education landscape.
- **1-Year Plan:** Outline short-term goals that can be realistically achieved within one year. These should include specific, measurable actions that address immediate needs or opportunities identified in your SWOT analysis.
- **3-Year Plan:** Develop medium-term goals that are more ambitious and require sustained effort over three years. These goals should reflect progress towards achieving the vision statement and addressing longer-term opportunities or threats.
- **5-Year Plan:** Formulate long-term goals for the institution to be achieved within five years. These should be bold and transformative, positioning the school for success in the future.
- **Strategies and Action Plans:** For each of the 1-year, 3-year, and 5-year plans, describe the specific strategies and actions that will be taken to achieve the goals. Include timelines, key performance indicators (KPIs), and responsible parties for each action.
- **Rationale:** Provide a detailed explanation of why you selected each goal and strategy. Discuss how they align with the school's mission, vision, and SWOT analysis, and how they will benefit the institution in both the short and long term.

3. **Research and Resources:**
    - Conduct thorough research on the assigned school, including its history, academic programs, athletic programs, student demographics, financial health, and any recent news or developments.

- Use credible sources such as the school's website, academic journals, industry reports, and interviews with school officials or stakeholders if possible.
- Ensure that your strategic plan is grounded in data and reflects an understanding of the broader context of higher education.

4. **Formatting and Submission:**
    - The strategic plan should be 10-15 pages in length, not including the title page, table of contents, or references.
    - Use APA format for citations and references.
    - The plan should be typed, double-spaced, using a standard font such as Times New Roman, size 12.
    - Include a title page, table of contents, and reference list.